

Could you keep track of cash flows of \$112 billion? Chase does— every working day.

\$112 billion.

That's the amount Chase transfers around the world on an average day, more than any other bank in the world. Now the Chase is on to put that expertise to work for you with a totally new approach to effective corporate cash management.

What's probably more important to you is that our approach to cash management is flexible—geared to meet your needs, not ours. That's why Chase cash management products provide you with timely information formatted to meet your requirements for on-the-spot analysis and action.

For example, Infocash. It's just one of the products in our cash management range of services designed to give you complete control of your cash flows and levels of accuracy and detail that are second to none.

That's why Infocash is a recognised leader in the field of cash management products. Today, over two thousand major corporations and banks rely on Infocash to provide them with timely information plus the ability to initiate transfers right from their desks—instantly. As a matter of fact, half the corporate money transfers executed by Chase in America are initiated through Infocash terminals!

Now Chase has brought cash management to Europe in the form of products and professionals who understand European cash management needs. Our officers are trained to know more, listen better and respond faster. Simply, Chase gives you value added cash management.

So, isn't it time you let our dedicated team of cash management professionals put Chase's expertise to work for you.

Now, more than ever, time is money. So call the Chase Manhattan Bank.

In the race against time, the Chase is on.



The Chase is on.

Does your company need typewriters or word processors?

Take a line from people who write for a living

When you think about it, who better than writers to discuss the pros and cons?

It's a subject they have at their finger tips. And one they explain with far more verve than we ever could.

Furthermore, they're on the side of the angels: they don't want to sell you anything.

So let's call first on Ernie Wise.

All right, Ernie? You're on:

Ernie Wise and his one liners.

"When the goddess of inspiration rests her gentle hand upon my shoulder and the pages of great drama unfold before my eyes, my Olivetti wondrously facilitates the plays wot I write."

Ernie uses the 121, our basic electronic typewriter.

It's quieter than the old electric machines and has far less to go wrong. (The golf balls use some 2500 moving parts, our electronic typewriters have just 100.)

We replaced all the old levers, swivel joints and springs with sensors and microchips. And instead of handfuls of clattering keys, we use a daisy wheel with the letters on little stalks.

"I spend hours every week typing out jokes onto a card index. I never throw anything away. I have jokes going back 20 years (no funny remarks please, I'm the comedian).

Although the 121 can remember one line, I'm thinking of upgrading it with an outside memory so I can put all my jokes on file."

Jilly's agony in the garden.

(We don't have room to feature a writer who uses one of our most popular typewriters, the 221, which can store two lines of type.

Nevermind, we have a similar machine that can remember seven

pages, the 231, and this is the one Jilly Cooper uses.)

"Because my articles read easily people think writing comes easily to me. In fact, I agonise over every word.

I write and re-write and re-re-write dozens of times as the chaos of my mind comes to order on the page.

The labour involved! Whoever invented the phrase 'I wore my fingers to the bone' must have been a writer on an old manual.

To save time I used to cut up the good bits and sellotape them together, often ending up with an Andrex of typescript. Now my Olivetti memorises everything I write. I can edit on the machine. Boss it around. 'Take this out, put this in, print it.' And it will, incredibly quickly.

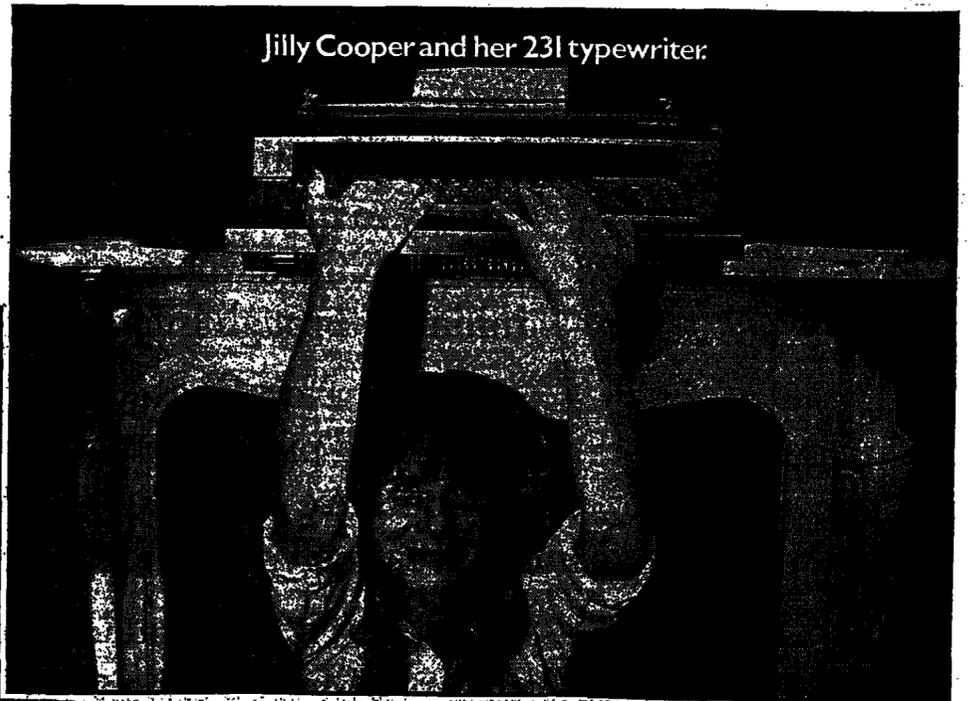
My neighbours are relieved I've got an Olivetti, too. In summer I work in the garden (trailing yards of electric cable). My old typewriter was like a machine gun. But even outdoors my Olivetti sounds as if it's behind double glazing."

Above it all in London. Away from it all in the Bahamas.

"I have a great idea for your advertisement. The headline says: 'I would never under any circumstances use a word processor. But my secretary was sure glad when I bought an Olivetti.'"

(As Mr. Archer seems to have the golden touch we didn't argue.)

Jilly Cooper and her 231 typewriter.

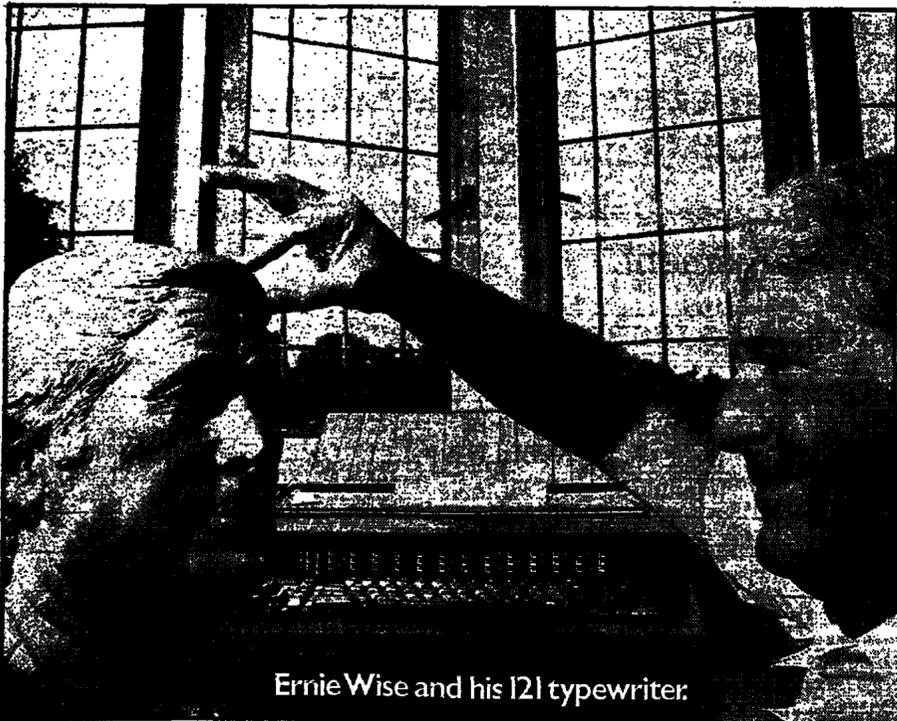


"I write every book long-hand at my house in the Bahamas. When I return to my London penthouse I give each page to my secretary who types a clean, pristine draft.

I then write all over it. The pages look like a spider's web. And she retypes it.

Even if I just change a comma I like it typed again. The neatness challenges me to improve it."

The machine which responds to this challenge is our first machine with an external memory bank, the Olivetti 351.



Ernie Wise and his 121 typewriter.

